

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Brian Axe et al.	Art Unit	: 3622
Serial No.	: 10/656,917	Examiner	: Alvin L. Brown
Filed	: September 5, 2003	Conf. No.	: 8377
Title	: IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 25, 2009

Please amend the above-identified application as follows: